

Message Text

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PAGE 01 PEKING 00524 280914Z
ACTION USIA-09

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DEPT PASS USIA FOR IMV/C

E.O. 11652: N/A
SUBJ: REPRESENTATIONAL SCREENING OF "ROCKY"

REF: STATE 043761

1. REFTTEL RECEIVED AT USLO FEBRUARY 28. PLEASE CONVEY FOLLOWING MESSAGE TO MESSRS. IRWIN WINCKLER AND ROBERT CHARTOFF, PRODUCERS OF "ROCKY", C/O UNITED ARTISTS CORP: QUOTE: ON BEHALF OF THE UNITED STATES LIAISON OFFICE, I WOULD LIKE TO EXPRESS WHOLEHEARTED APPRECIATION TO YOU AND UNITED ARTISTS FOR MAKING THE SCREENING OF "ROCKY" IN PEKING POSSIBLE. FOR YEARS, THE PEOPLE'S REPUBLIC OF CHINA HAS BEEN EFFECTIVELY CLOSED TO POPULAR WESTERN FILMS AND THE SCREENING OF "ROCKY" AT THE PEKING INTERNATIONAL CLUB WAS A SIGNIFICANT BREAKTHROUGH.

2. "ROCKY" WAS VERY ENTHUSIASTICALLY RECEIVED BY BOTH THE PEKING DIPLOMATIC COMMUNITY AND OUR THREE HUNDRED CHINESE GUESTS. OFFICIALS FROM THE MINISTRY OF FOREIGN AFFAIRS AND OTHER GOVERNMENT ORGANIZATIONS ENJOYED THE FILM, SOME COMMENTING THAT THE FILM CLEARLY PORTRAYED THE TRIUMPH OF THE HUMAN SPIRIT. WE FEEL THAT "ROCKY" HAS HAD A SIGNIFICANT IMPACT ON DEVELOPING SINO-US CULTURAL RELATIONS AND WILL HELP USLO GAIN BROADER LIMITED OFFICIAL USE

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ACCESS TO CHINESE CULTURAL CIRCLES. WARM REGARDS.
LEONARD WOODCOCK, UNQUOTE.

3. FYI: ADDITIONAL READOUT ON AUDIENCE REACTION CONTAINED IN PEKING A-14.

4. INTERNATIONAL CLUB ACCEPTANCE OF "ROCKY" WAS UNEXPECTED

AND OPENS THE DOOR FOR A SIMILAR SCREENING
OF "STAR WARS" IN APRIL. IF AGENCY HAS NO OBJECTIONS,
WE PLAN TO SCREEN "STAR WARS" AT THE INTERNATIONAL CLUB
FOR FOUR NIGHTS (1600 SEATS) BECAUSE OF WIDE INTEREST
AMONG CHINESE AND DIPLOMATS HERE.
WOODCOCK

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NNN

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